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**City of Morgan Hill:**  
Highlights of Community Priorities Survey  
Conducted December 2015

The City of Morgan Hill commissioned Godbe Research to conduct a survey of voters with the following research objectives:

- Assess overall perceptions of living in Morgan Hill;
- Gauge satisfaction with the City's performance in providing resident services, as well as understand relative importance of those services;
- Assess awareness of the City's financial situation;
- Determine the most pressing problems facing the City;
- Test perceptions of statements about city services;
- Gauge support for updates and extension of the Residential Development Control System and a potential revenue option;
- Assess opinion on updating housing development parameters; and
- Identify differences in opinions due to demographic and/or behavioral characteristics.

- Morgan Hill constituents are highly satisfied with their quality of life and the services the City provides.
- A remarkable 90.4% of respondents rate Morgan Hill's quality of life as "exc/good," and 92.2% rate it as a great place to live.
- Public safety, streets and roads, and fiscal stability, as well as a safe, clean, reliable local water supply, are highly important service priorities for your community.
- Themes tied to the role public safety and streets and roads play in protecting Morgan Hill's quality of life and local property values are highly compelling, as is protecting neighborhood character.

- Data Collection Telephone and Internet Interviewing
- Universe 16,528 likely November 2016 voters in Morgan Hill
- Fielding Dates November 20 through December 9, 2015
- Interview Length 22 minutes
- Sample Size 501
- Margin of Error  $\pm 4.31\%$

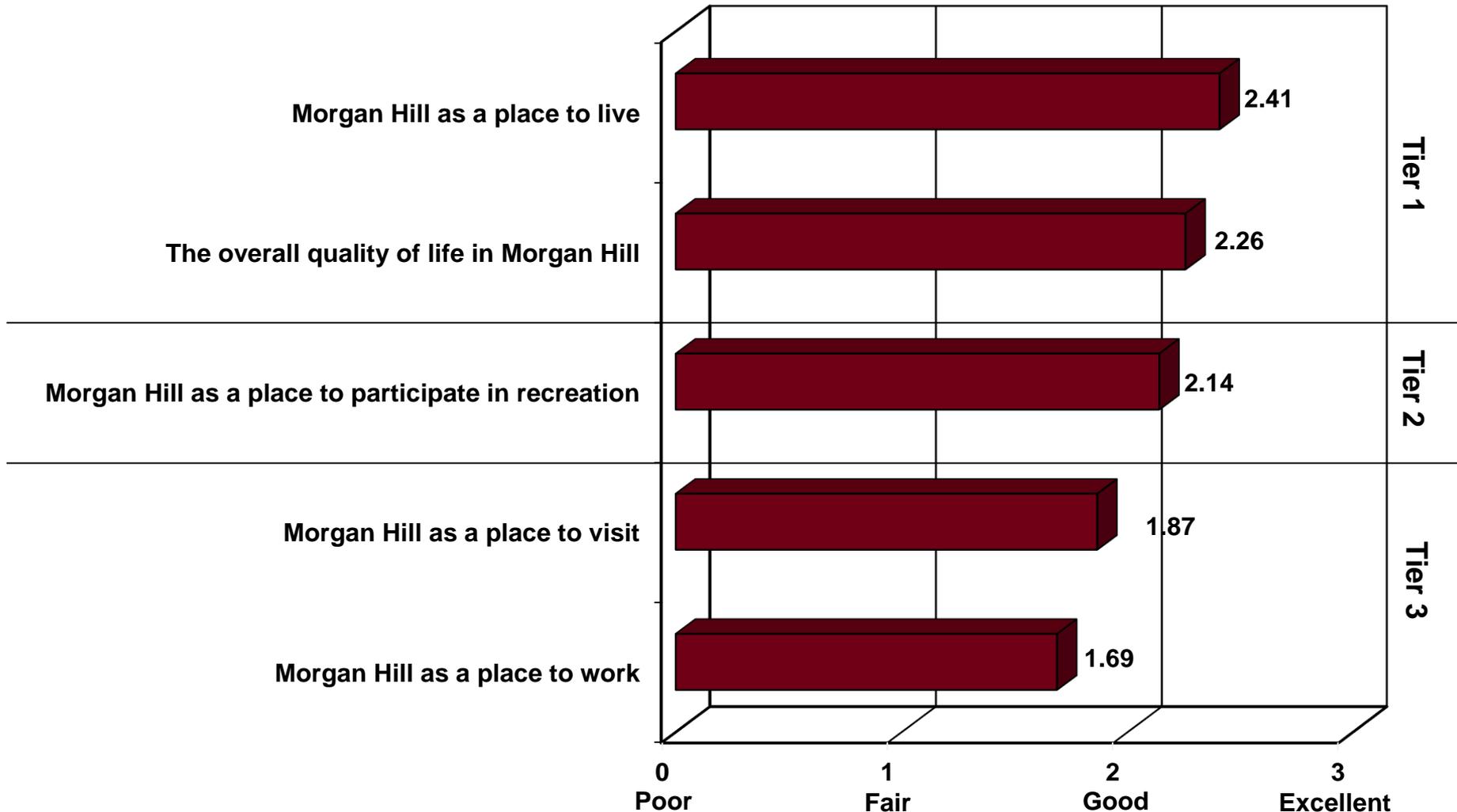


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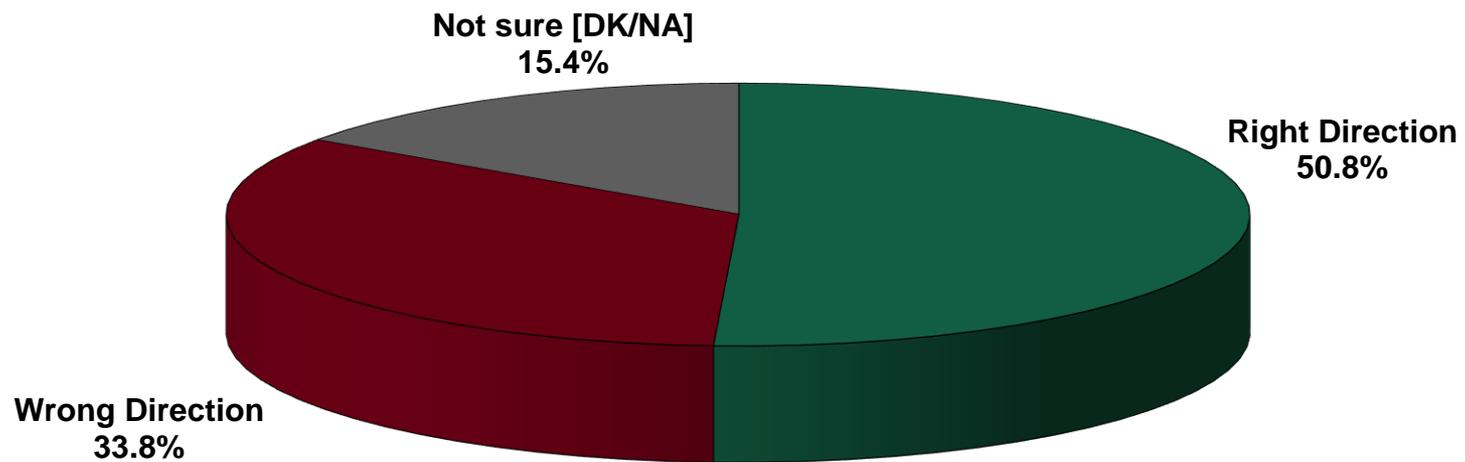
## Highlights of Key Findings

# Q1. Opinion on Quality of Life (n=501)

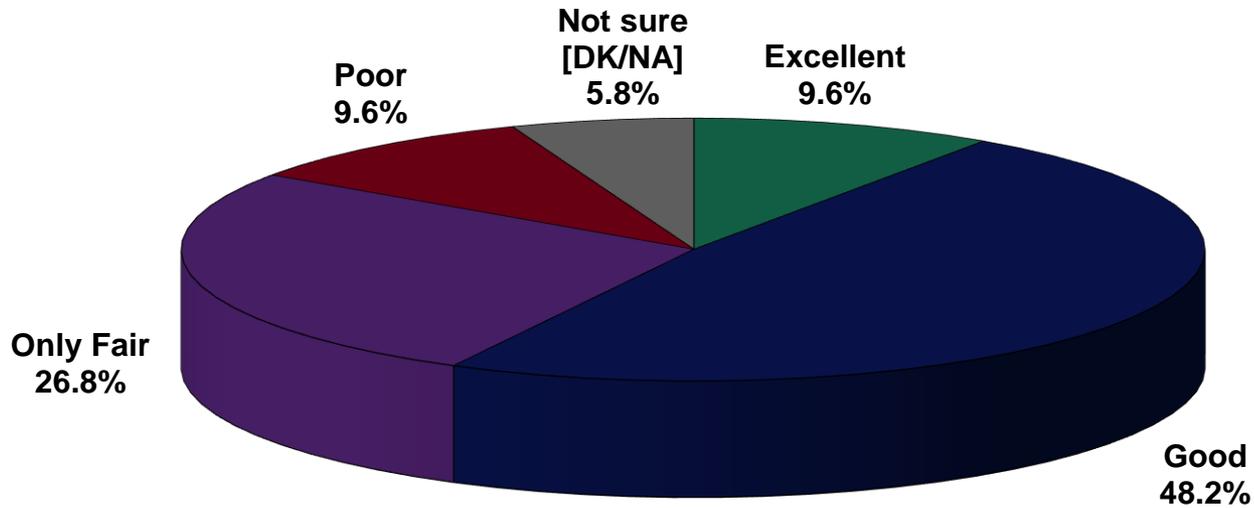


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Excellent" = +3, "Good" = +2, "Fair" = +1, and "Poor" = 0.

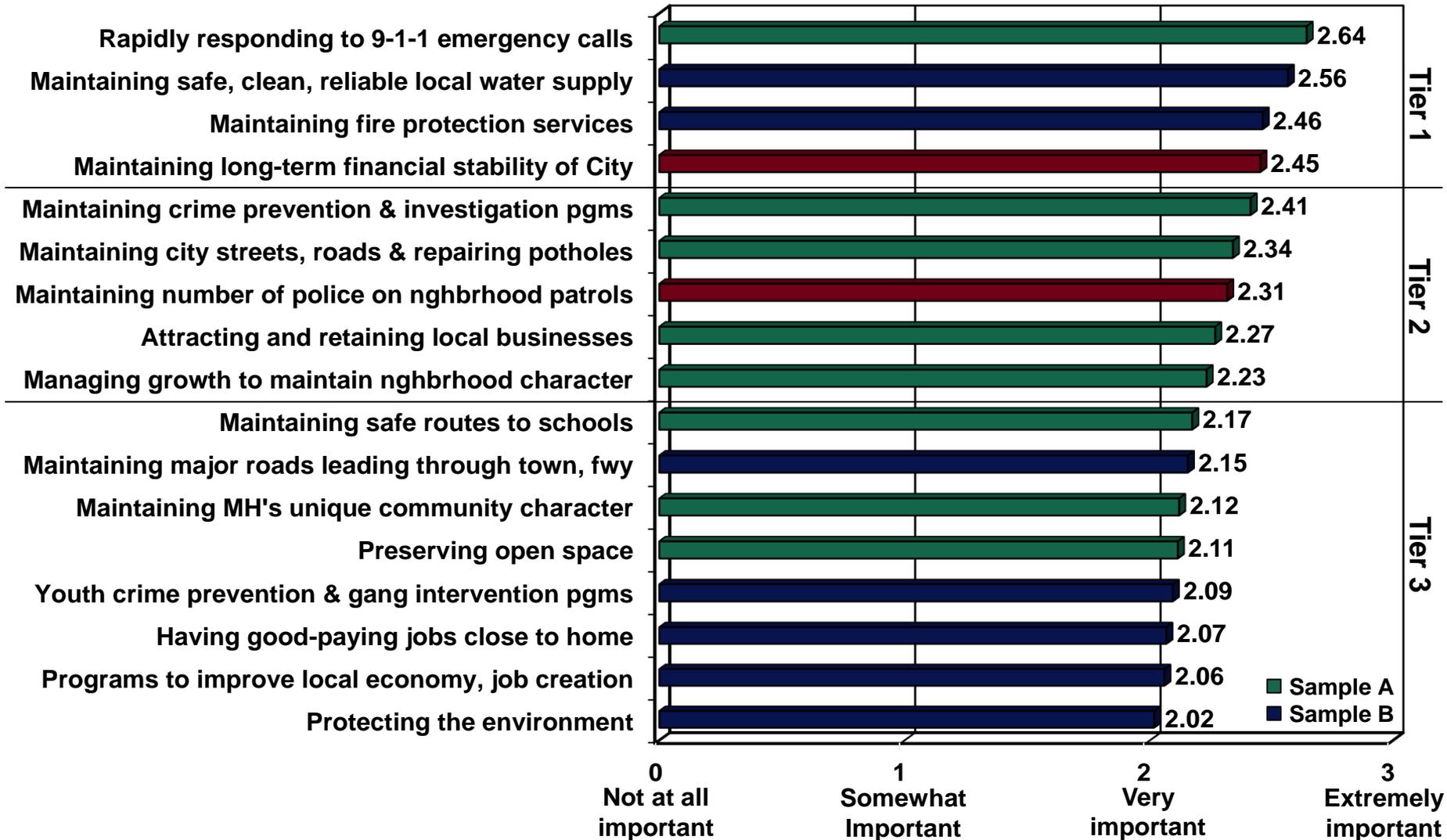
## Q2. Direction of Morgan Hill (n=501)



# Q3. Opinion on How Well Morgan Hill is Providing City Services (n=501)

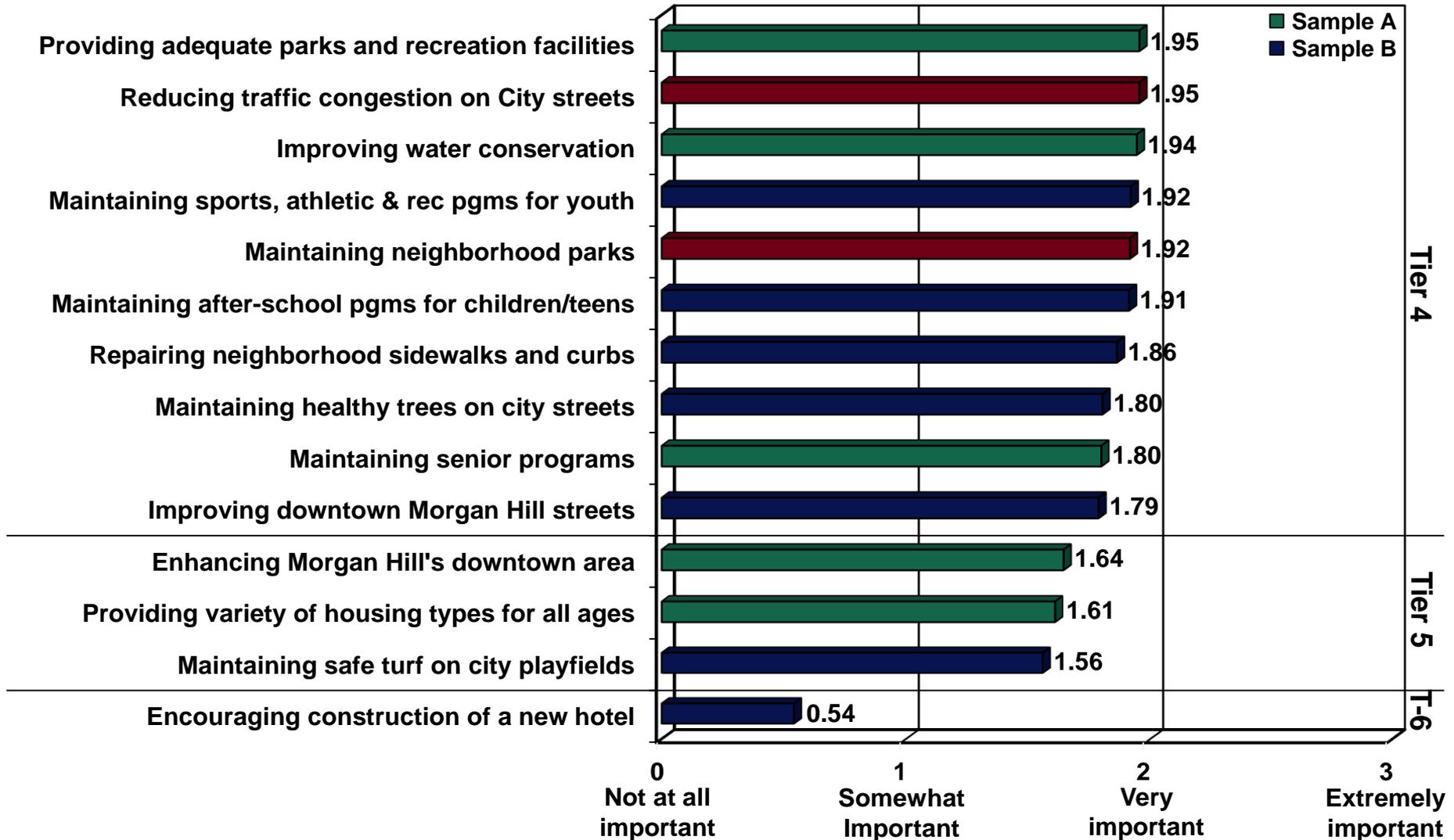


# Q4. Importance of City Issues/Services: Local Water, Financial Stability is in the Top Tier (n=501)



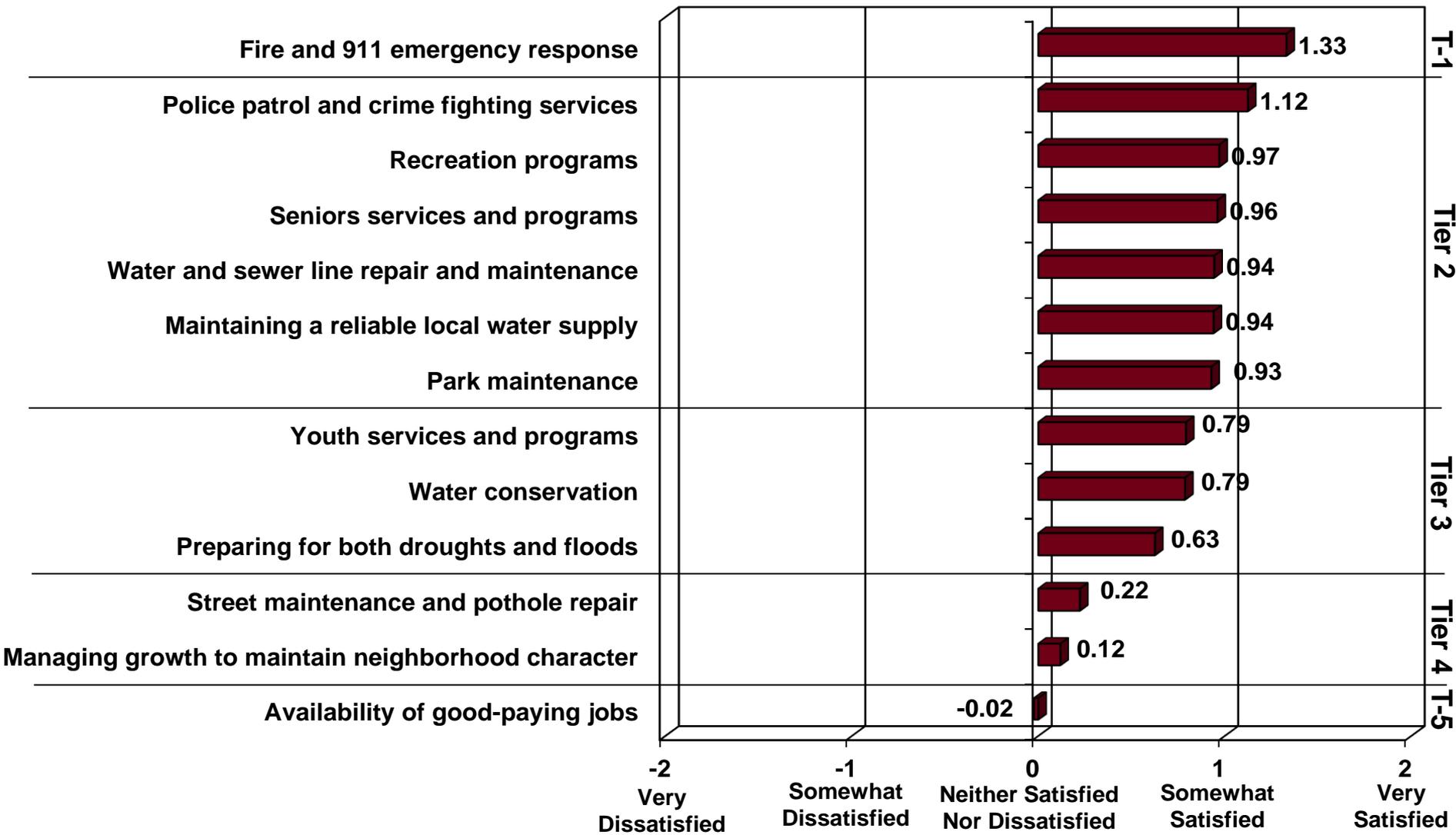
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not at all Important" = 0.

# Q4. Importance of City Issues/Services Continued (n=501)

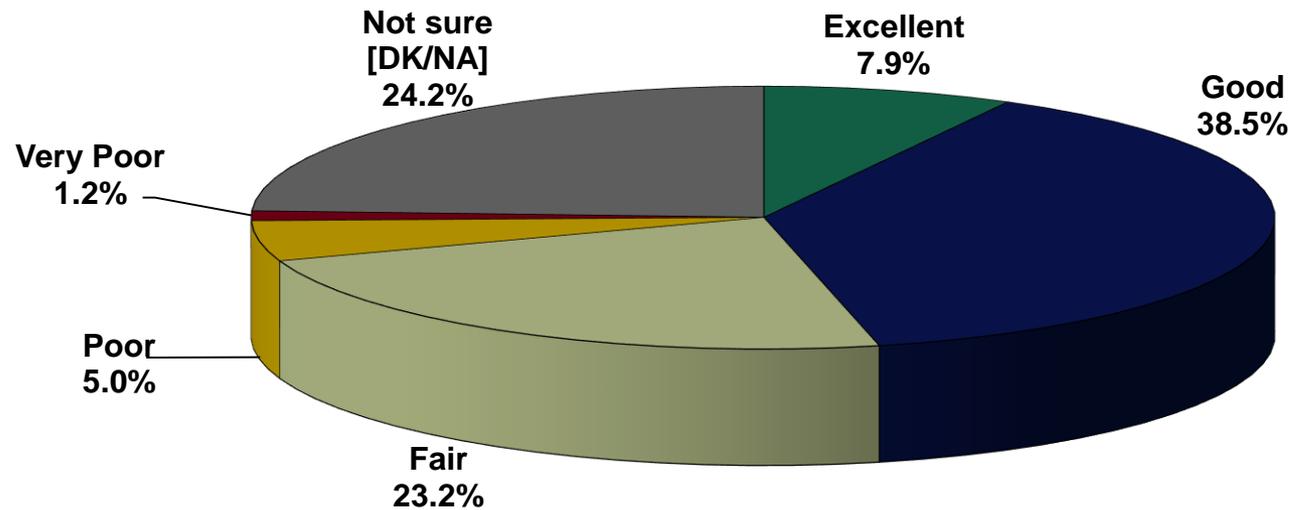


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not at all Important" = 0.

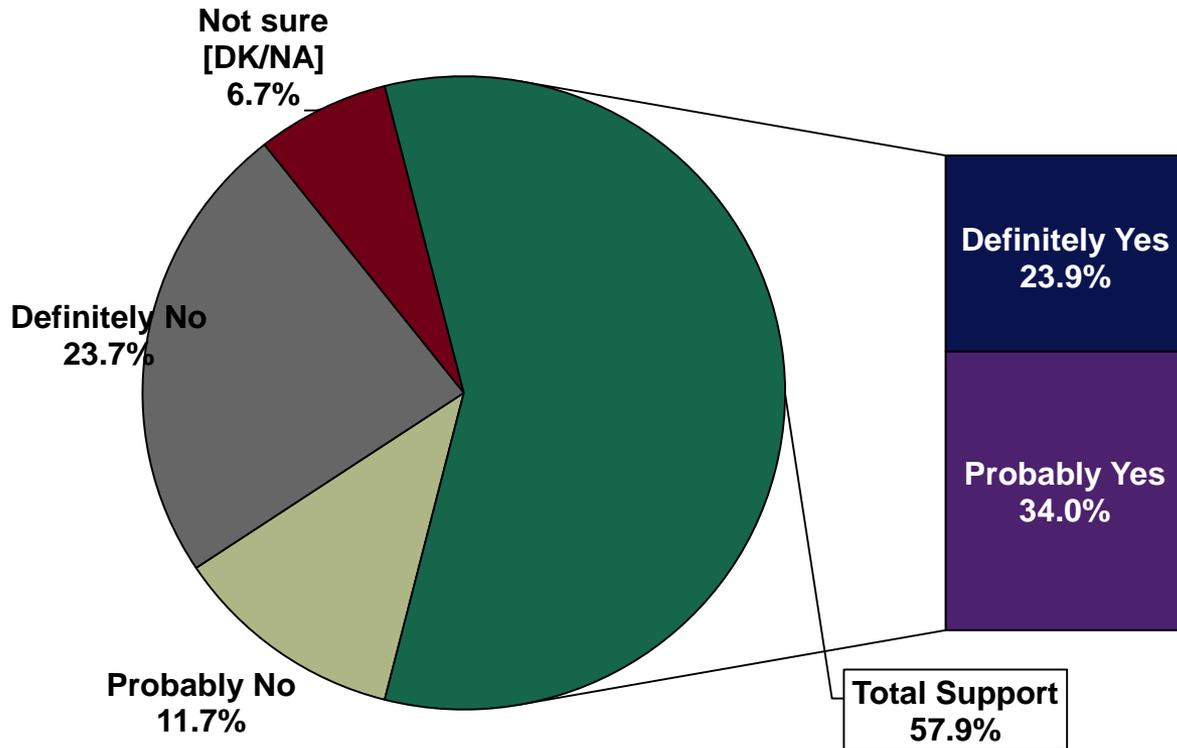
# Q5. Satisfaction With City Services (n=501)



# Q6. Perception of City's Financial Situation (n=501)

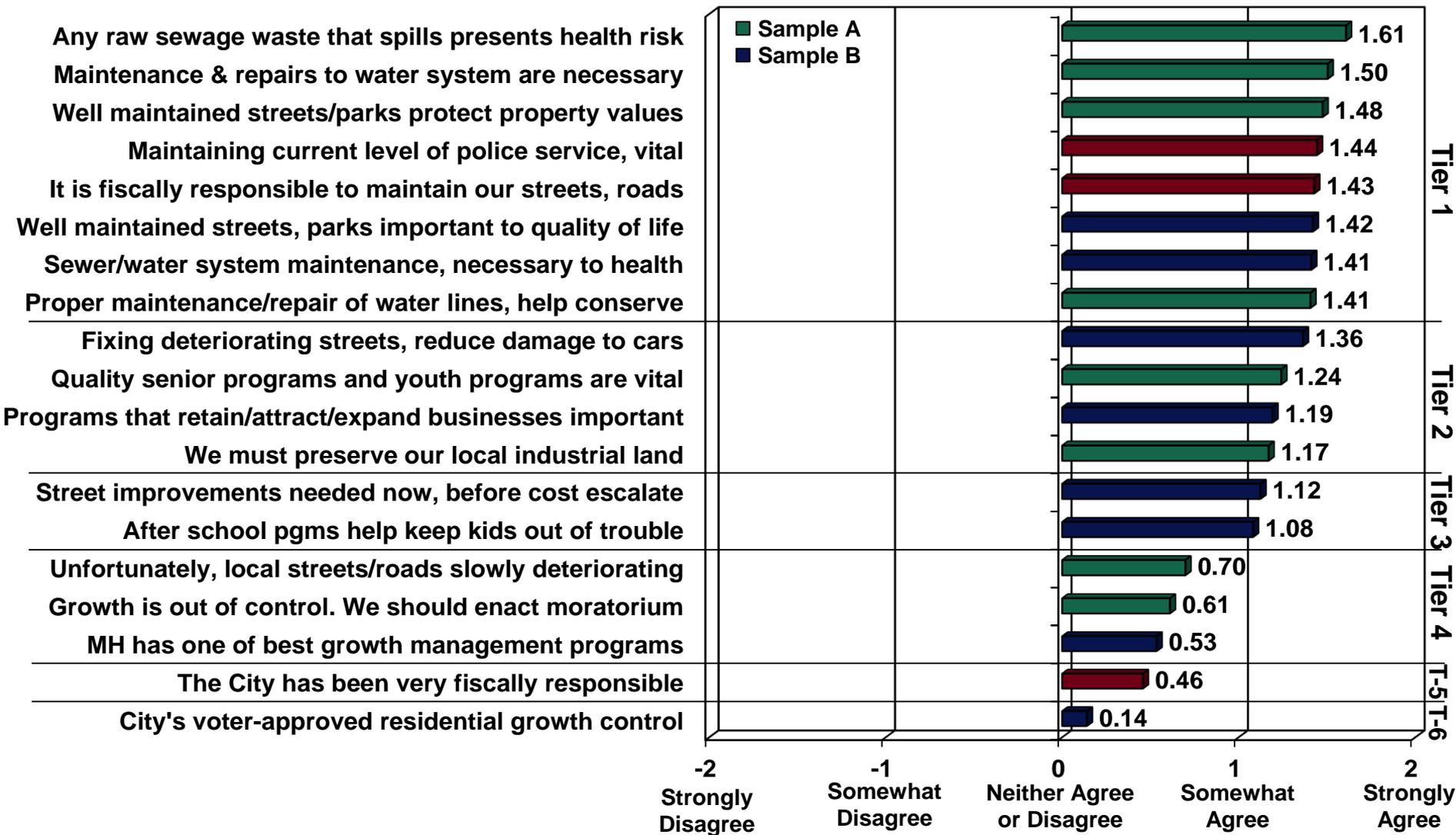


# Q7. Support for a Simple Majority Requirement Sales Tax Measure is Viable (n=501)



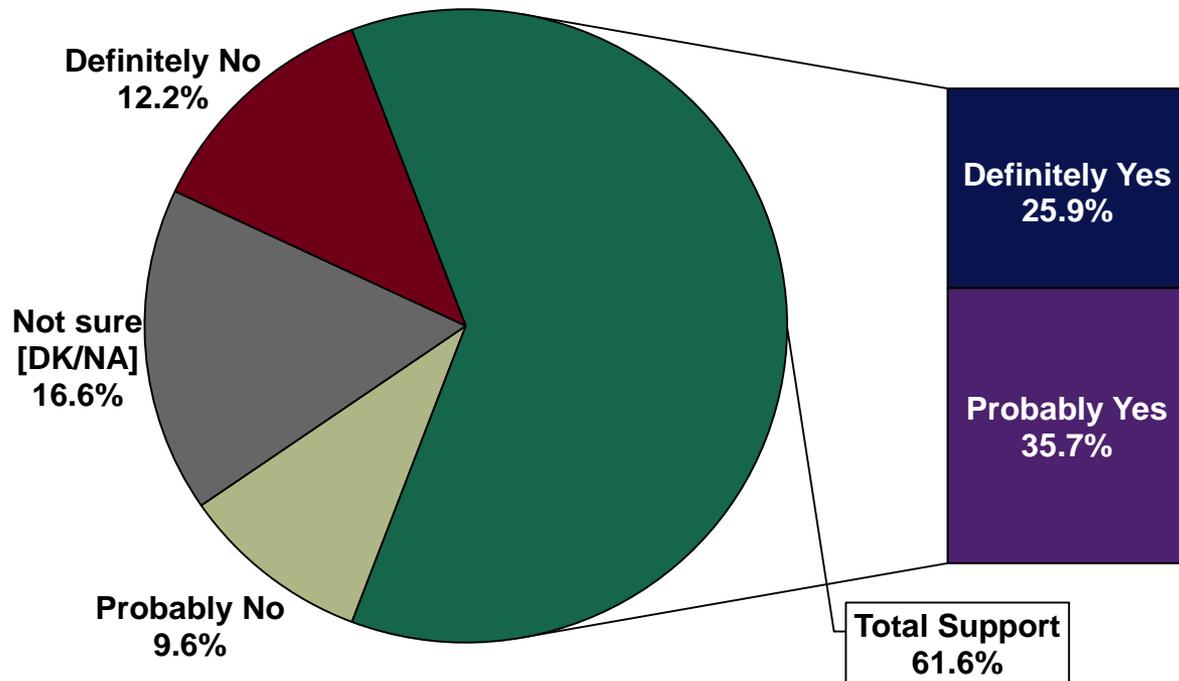
Shall an ordinance to provide funding, that cannot be taken by the State, for local city services including: neighborhood police patrols, 9-1-1 emergency response times, and gang/drug prevention; fire prevention/protection; fixing potholes/city streets faster; relieving traffic congestion on city streets; parks/public buildings; and other general city services; by enacting an ongoing three-quarter cent sales tax, providing \$5.35 million dollars annually, with annual audits, citizens' oversight, all funds spent locally in Morgan Hill, be adopted?

# Q8. Agreement With Statements About City Services: Concern about Sewage is at the Top of the List (n=501)



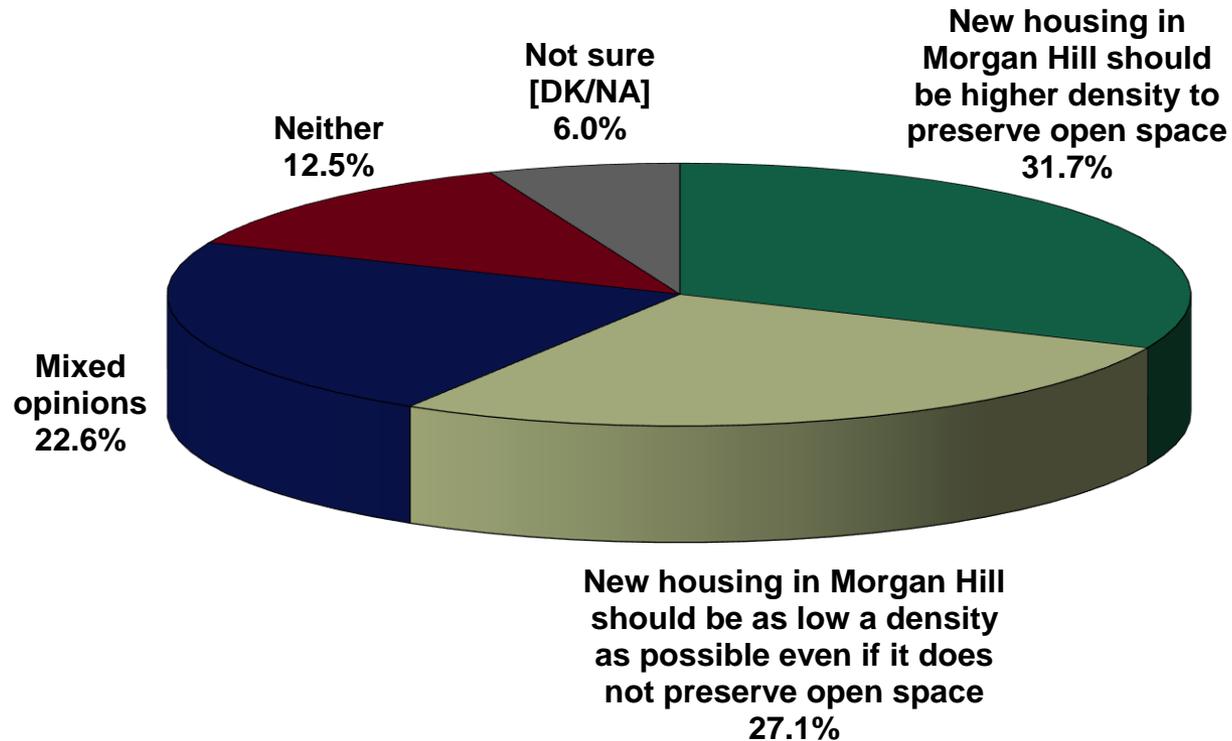
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Strongly Agree" = +2, "Somewhat Agree" = +1, "Neither Agree or Disagree" = 0, "Somewhat Disagree" = -1, and "Strongly Disagree" = -2.

# Q9. Support for Update and Extension of RDCS is Viable (n=501)

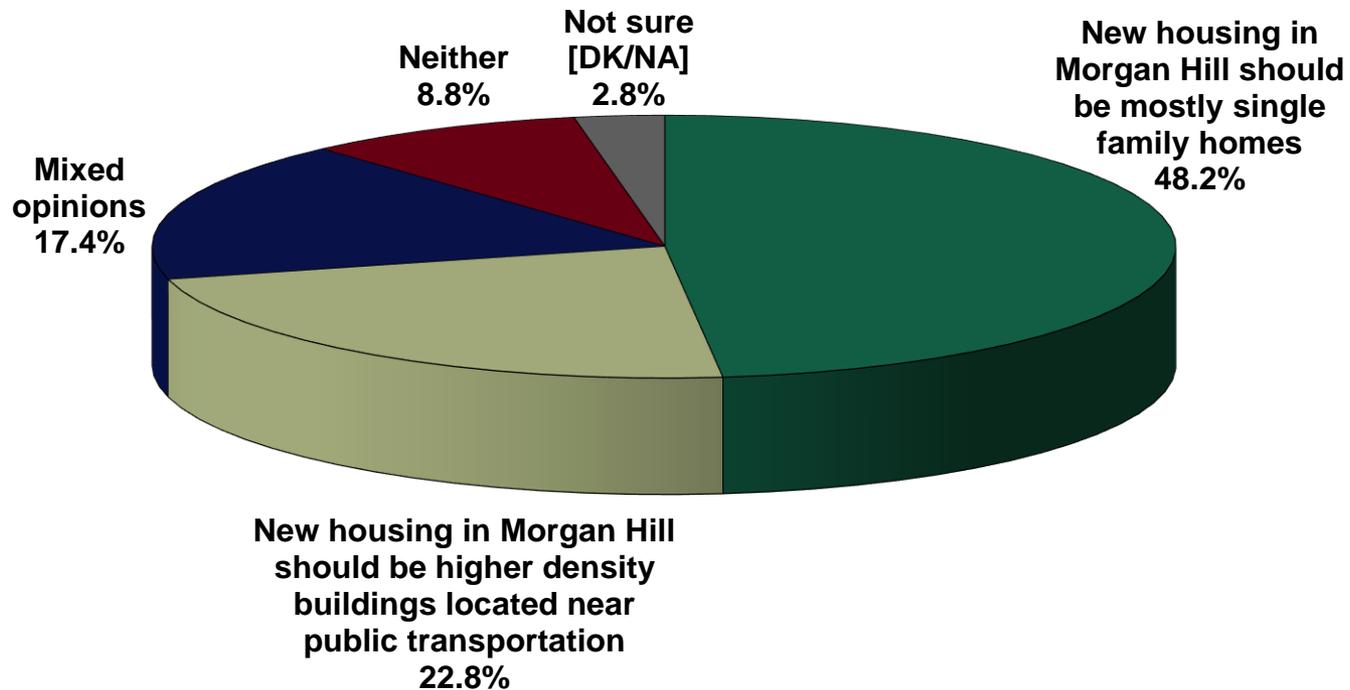


Shall an ordinance to update the City's voter-approved Residential Development Control System (RDCS) and extend it to 2035, including a population ceiling of 64,600 for the year 2035 (consistent with the current growth rate) and policies to encourage more efficient land use, water conservation, sustainable transit-oriented development, and better implement the existing voter-approved RDCS allotment system, be adopted?

# Q10. Opinion on Policies in RDCS on New Housing Density vs. Open Space (n=501)



# Q11. Opinion on Policies in RDCS on Type of New Housing (n=501)





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